

REP HEADLINE# 8406182  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP29/16 15.17  
\*\*\* KPLC-TV \*\*\*

ADV # ADV. NAME POLI/M CASTLE/R/JUG/LA REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ANNE WINEHOLT

210 W. PENNSYLVANIA AVE. SUITE 250 SALES PRSN WA- MATTHEW WURM (H)  
TOWSON, MD 21204

ORDER # CONTRACT # 8406182 CLASS: NATL. LOCAL REGIONAL

PRDCT JUDGE MARILYN CASTLE EST#3905 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT11/16 OCT17/16 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP29/16 15.17

REP: NEW ORDER  
TTL \$3,535 @ 25X  
PLS CONFM  
THANKS JASMINE FOR MATT

POL 6182

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL ESTIMATES MUST BE INCLUDED ON THE INVOICES  
STATIONS USING ELECTRONIC INVOICING, DO NOT SEND PAPER INVOICES:  
AGENCY IDB #1021

AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
COMMITTEE TO ELECT JUDGE MARILYN CASTLE

Cast 10.11-10.17 #2

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321  
AGENCY PRODUCT CODE = 378  
AGENCY EST# = 3905

1			1035P-1135P	30		\$110.00	10/14	10/14	0		FRI	0
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PROGRAM : TONITE SHW-NBC<  
CON COM1: TONITE SHW-NBC<

SEP29/16 15.17  
\*\*\* KPLC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1135P-1235A PROGRAM : S. MEYERS-NBC< CON COM1 : S. MEYERS-NBC<	30		\$10.00	10/14	10/14	1		FRI	1
3			300P-400P PROGRAM : ELLEN CON COM1 : ELLEN	30		\$35.00	10/14	10/14	0		FRI	0
4			600P-630P PROGRAM : 7 NWS 6P CON COM1 : 7 NWS 6P	30		\$405.00	10/14	10/14	1		FRI	1
5			700P-800P PROGRAM : CAUGHT ON CAMERA CON COM1 : CAUGHT ON CAMERA	30		\$525.00	10/14	10/14	0		FRI	0
6			800P-900P PROGRAM : DATELINE CON COM1 : DATELINE	30		\$550.00	10/14	10/14	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1 : TODAY SHW2-NBC	30		\$65.00	10/14	10/14	1		FRI	1
8			1000A-1100A PROGRAM : TODAY SHW3-NBC CON COM1 : TODAY SHW3-NBC	30		\$40.00	10/17	10/17	1		MON	1
9			1035P-1135P PROGRAM : TONITE SHW-NBC< CON COM1 : TONITE SHW-NBC<	30		\$110.00	10/17	10/17	0		MON	0
10			530A-700A PROGRAM : 7 NWS SUNRISE CON COM1 : 7 NWS SUNRISE	30		\$165.00	10/17	10/17	1		MON	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
11			900P-1000P PROGRAM : TIMELESS CON COM1: TIMELESS	30		\$375.00	10/17	10/17	0		MON	0
12			1000A-1100A PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$40.00	10/13	10/13	1		THU	1
13			1135P-1235A PROGRAM : S. MEYERS-NBC< CON COM1: S. MEYERS-NBC<	30		\$10.00	10/13	10/13	1		THU	1
14			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$140.00	10/13	10/13	1		THU	1
15			1000P-1035P PROGRAM : 7 NWS 10P< CON COM1: 7 NWS 10P<	30		\$405.00	10/11	10/11	1		TUE	1
16			1000A-1100A PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$40.00	10/11	10/11	1		TUE	1
17			1135P-1235A PROGRAM : S. MEYERS-NBC< CON COM1: S. MEYERS-NBC<	30		\$10.00	10/11	10/11	1		TUE	1
18			700P-800P PROGRAM : THE VOICE CON COM1: THE VOICE	30		\$550.00	10/11	10/11	1		TUE	1
19			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$140.00	10/11	10/11	1		TUE	1

SEP29/16 15.17  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1 : TODAY SHW2-NBC	30		\$65.00	10/11	10/11	1		TUE	1
21			1035P-1135P PROGRAM : TONITE SHW-NBC< CON COM1 : TONITE SHW-NBC<	30		\$110.00	10/12	10/12	0		WED	0
22			1135P-1235A PROGRAM : S. MEYERS-NBC< CON COM1 : S. MEYERS-NBC<	30		\$10.00	10/12	10/12	1		WED	1
23			300P-400P PROGRAM : ELLEN CON COM1 : ELLEN	30		\$35.00	10/12	10/12	0		WED	0
24			530A-700A PROGRAM : 7 NWS SUNRISE CON COM1 : 7 NWS SUNRISE	30		\$165.00	10/12	10/12	0		WED	0
25			600P-630P PROGRAM : 7 NWS 6P CON COM1 : 7 NWS 6P	30		\$405.00	10/12	10/12	1		WED	1
26			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1 : TODAY SHW2-NBC	30		\$65.00	10/12	10/12	1		WED	1
27			500A-530A PROGRAM : 7NWS ER SUNRISE CON COM1 : 7NWS ER SUNRISE	30		\$85.00	10/11	10/14	4		TU-F	4
28			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1 : TODAY SHW2-NBC	30		\$65.00	10/17	10/17	1		MON	1



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29			1135P-1235A	30		\$10.00	10/17	10/17	1		MON	1
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PROGRAM : S. MEYERS-NBC<  
 CON COM1: S. MEYERS-NBC<

30			1235A-105A	30		\$5.00	10/11	10/14	1		TU-F	1
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PROGRAM : LAST CALL W/ CARSON DA  
 CON COM1: LAST CALL W/ CARSON DA

OCT/16			\$3,535.00									
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CONTRACT TOTAL \$3,535.00  
 TOTAL SPOTS 25

MARKET TOTALS \$4,474 KPLC 79% KVHP 21% CABL 0% NVHP 0%

ACCURATE SHARES

SVC- NONE  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

*KPLC Lake Charles LA*

*9-30-16*

I, Katelyn Brawn,

being/on behalf of: Marilyn Castle,

a legally qualified candidate of the Republican

political party for the office of: supreme court judge

in the general

election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	varies	<i>10/4-10/10</i>			

**Attach proposed schedule with charges (if available):**

**gross**

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Judge Marilyn Castle

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Joan Dubisson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

9/13/16

Date

[Signature]

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Stephanie Gill

Printed Name

National Sales Coord.

Title



## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Committee to Elect Judge Marilyn Castle  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

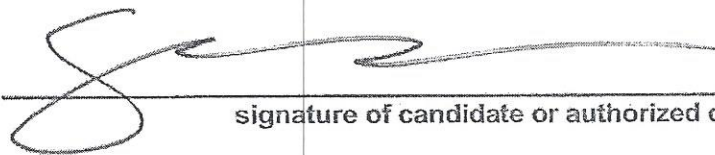
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Scott Hobbs

printed name

9/13/16

date



**CONTRACT**

**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

And:

**Mentzer Media Services**  
**210 W Pennsylvania Ave, Suite 250**  
**Towson, MD 21204**

<b>Contract / Revision</b> POL6182 /		<b>Alt Order #</b> 08406182
<b>Product</b> JUDGE MARILYN CASTLE		
<b>Contract Dates</b> 10/11/16 - 10/17/16		<b>Estimate #</b> 3905
<b>Advertiser</b> POL/Castle, Marilyn/Supreme Court Judge		<b>Original Date / Revision</b> 10/03/16 / 10/03/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KPLC	<b>Account Executive</b> Matthew Wurm	<b>Sales Office</b> HRP-Detroit
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agy Code</b> 1021	<b>Advertiser Code</b> 321	<b>Product 1/2</b> 378
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KPLC	10/14/16	10/14/16	NET Late Night	11:35 PM-12:35 AM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----1--				1	\$10.00				
N 2	KPLC	10/14/16	10/14/16	7News at Six	6:00 PM-6:30 PM		:30				NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----1--				1	\$405.00				
N 3	KPLC	10/14/16	10/14/16	Friday Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----1--				1	\$550.00				
N 4	KPLC	10/14/16	10/14/16	Today Show II	9:00 AM-10:00 AM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----1--				1	\$65.00				
N 5	KPLC	10/17/16	10/17/16	Today Show III	10:00 AM-11:00 AM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$40.00				
N 6	KPLC	10/17/16	10/17/16	7News Sunrise	5:30 AM-7:00 AM		:30				NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$165.00				
N 7	KPLC	10/13/16	10/13/16	Today Show III	10:00 AM-11:00 AM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$40.00				
N 8	KPLC	10/13/16	10/13/16	NET Late Night	11:35 PM-12:35 AM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$10.00				
N 9	KPLC	10/13/16	10/13/16	NBC Today Show	7:00 AM-9:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$140.00				
N 10	KPLC	10/11/16	10/11/16	7News Nightcast	10:00 PM-10:35 PM		:30				NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$405.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
POL6182 /	08406182

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16	JUDGE MARILYN CAST	3905

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Castle, Marilyn/Supr	10/03/16 / 10/03/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	KPLC	10/11/16	10/11/16	Today Show III	10:00 AM-11:00 AM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$40.00				
N 12	KPLC	10/11/16	10/11/16	NET Late Night	11:35 PM-12:35 XM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$10.00				
N 13	KPLC	10/11/16	10/11/16	Tuesday Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$550.00				
N 14	KPLC	10/11/16	10/11/16	NBC Today Show	7:00 AM-9:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$140.00				
N 15	KPLC	10/11/16	10/11/16	Today Show II	9:00 AM-10:00 AM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$65.00				
N 16	KPLC	10/12/16	10/12/16	NET Late Night	11:35 PM-12:35 XM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--1----				1	\$10.00				
N 17	KPLC	10/12/16	10/12/16	7News at Six	6:00 PM-6:30 PM		:30				NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--1----				1	\$405.00				
N 18	KPLC	10/12/16	10/12/16	Today Show II	9:00 AM-10:00 AM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--1----				1	\$65.00				
N 19	KPLC	10/11/16	10/14/16	7News Early Sunrise	5:00 AM-5:30 AM		:30				NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				4	\$85.00				
N 20	KPLC	10/17/16	10/17/16	Today Show II	9:00 AM-10:00 AM		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$65.00				
N 21	KPLC	10/17/16	10/17/16	NET Late Night	11:35 PM-12:35 XM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$10.00				
N 22	KPLC	10/11/16	10/14/16	Last Call With Carson Daily	12:35 XM-1:05 XM		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-TWTF--				1	\$5.00				
<b>Totals</b>								<b>0.00</b>				<b>25</b>	<b>\$3,535.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	25	\$3,535.00	(\$530.25)	\$3,004.75
<b>Totals</b>	<b>25</b>	<b>\$3,535.00</b>	<b>(\$530.25)</b>	<b>\$3,004.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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